

## CHARITY PROFILE

**Name:** Lifeline  
**ABN:** 84 081 031 263  
**Deductible Gift Recipient:** Yes  
**Geography:** National

**Breakdown of services provided by cause area – indicate all that apply:**

	% Aged care		% Hospitals
	% Animal Welfare/Preservation		% Human Rights
	% Arts and culture		% Indigenous People
	% Cancer		% International Aid and Development
20	% Children and Families at Risk		% Major Diseases/Medical Research
	% Children's Illnesses and Disabilities	50	% <b>Mental Illness</b>
	% Conservation/Environment		% People with Disabilities
	% Drug/Alcohol/Gambling Addictions		% Poverty/Homelessness/Unemployment
	% Education		% Refugees/New immigrants
10	% <b>Emergency/Disaster Services</b>	20	% <b>Youth at Risk</b>
	% General		

### SUMMARY PROFILE

***Suicide is the leading cause of death in Australia for Men under the age of 44 and Women under the age of 34 (ABS 2009)***

**Lifeline provides access to crisis support, suicide prevention and mental health support services either directly to the community through its 42 Centres or through its national 24 hour telephone crisis support service 13 11 14 and its new innovative Online Crisis Support Chat available 8pm to midnight, 7 days per week.**

### DETAIL

#### **Why does the charity exist? Describe its vision:**

Lifeline connects with over 1 million Australians every year in need of support. Sometimes, Lifeline is the only service available 24 hours, 7 days a week, especially for those living in regional and remote areas of Australia where crisis support services can be limited.

Lifeline's vision is an Australia free of suicide.

#### **What does the charity do? Describe its mission, including key programs/services:**

Lifeline's mission is to support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe.

Somewhere in Australia there is a new contact to Lifeline every minute. People connect with Lifeline's services about many things including:

- Suicidal thoughts or attempts
- Depression

- Anxiety
- Depression
- Loneliness
- Abuse and trauma
- Physical or mental wellbeing
- Stresses from work, family or society
- Information for friends and family

Lifeline also provides national services and campaigns that promote emotional wellbeing, encourage help seeking, and address suicide prevention and awareness.

Lifeline is a not-for-profit organisation and relies on community support.

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**List up to three key statistics relevant to the charity's cause:**

- Suicide is the leading cause of death for Men under the age of 44 and Women under the age of 34 in Australia (ABS 2009)
- 45% of adult Australians will experience a mental illness at some stage of their lives (ABS 2009)
- Mental illness is the third highest burden of disease in Australia, behind cancer and cardiovascular disease (ABS 2009)

Sadly, 62% of Australians don't seek help.

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**Describe the potential impact of workplace giving donations (if the charity directs workplace giving donations to a particular area of work, describe the work). Consider explaining this as \$ handle impact statements:**

Lifeline introduced an online crisis chat as a complimentary service to the existing crisis support telephone service 13 11 14. Help seekers can now engage online in one-on-one confidential chat with a trained Crisis Support Volunteer.

The new crisis support chat times are 8pm-midnight, Monday-Sunday.

The key findings of the trial demonstrate we are reaching out to new audiences:

- Suicide and mental health issues remain contacts biggest concern (52%);
- 54% of contacts have 'thought about suicide' the day they contacted Lifeline's Online Crisis Support Chat service;
- 61% of contacts are aged between 15-24 years old
- 52% of contacts are from regional and remote Australia

Funds raised through Lifeline's workplace giving program will support Lifeline's new Online Crisis Support service.

Approximately \$30 will enable a Lifeline Crisis Supporter to connect for an hour confidential session with an Australian in need of support.

**Describe the benefits of partnering with the charity (eg dedicated contact, bi-annual meeting, promotion on charity website, use of charity logo, invitation to site tours, recognition in charity publications, etc.)**

The benefits of partnering with Lifeline are

- Dedicated Lifeline contact

- Provide quarterly updates to your employees
- Invitation to visit local Lifeline Centres
- Recognition in Lifeline's e-newsletter and annual report

**Describe how the charity will measure employer and employee workplace giving donation impact:**

Lifeline offers all their major partners and workplace giving partners a social return on their investment.

For example: A donation of \$10,000 from a partner annually will enable Lifeline's Online Crisis Chat Supporters to connect with 325 Australians in need of support. Of these Australians, 175 will have been thinking of suicide the day they contacted Lifeline, and almost 200 will be aged between 15-24 years old and 170 will be based in regional and remote areas of Australia.

Your support is helping Lifeline 'save lives'.

**Describe how the charity will communicate workplace giving donation impact to employer partners:**

Lifeline has a dedicated National Corporate Relations Manager who will liaise directly with your workplace and provide quarterly updates on how your organisations donation has impacted and helped local communities.

**Are there other ways the charity can provide engagement opportunities for staff?**

Lifeline has a presence in every state and territory across Australia, which makes it an attractive organisation for both local and national workplaces to volunteer with.

Volunteering opportunities at Lifeline can be skilled or non-skill based. We can tailor these opportunities to suit the needs and requirements of your staff.

Here are some ways you can volunteer for Lifeline

- Participating in Stress Down Day in July
- Wrapping Christmas presents as a fundraising activity
- Assisting at book fairs and local Lifeline events
- Lifeline Retail Volunteers – Work in a Lifeline shop or warehouse as a shop assistant, cashier, driver or stock sorter
- Book Fair Volunteers – Help out at a local book fair
- Fundraisers – Assist in fundraising activities and donation collection
- Administration Assistant
- Professional Volunteering – Provide your expertise or unique skills in a pro-bono capacity to Lifeline
- Corporate Volunteering – Volunteer for Lifeline through an organised workplace volunteering program

Our team will work with you to develop a tailored volunteering program for your staff. Your employees can choose to volunteer as a team or as an individual, locally or nationally.

**(Optional) List current corporate partnerships (highlighting any workplace giving supporters)**

Lifeline's major corporate partners are: MLC Community Foundation, Stacks of Snacks, P & O Cruises, News Digital Media and Prime Super.

Lifeline's largest workplace giving partners are: Insurance Group Australia, Perpetual, SEEK, Ageing Disability and Home Care Department of Human Services and OneSteel.

**Key financial information:**

	<b>FY 2011</b>	<b>FY2010</b>
Total revenue (from all sources)	14,360,784	13,972,249
Revenue from Government	9,123,087	10,189,050
Revenue from fundraising	1,170,374	3253,046
Revenue from workplace giving	112,509	80,552
Cost of fundraising (as a %) of total funds raised	N/A	N/A
Net surplus / deficit	449,226	714,572

*\* ACF recognises that industry standards do not exist for measuring the costs of fundraising. If there are aspects of your fundraising that require explanation (e.g. a start-up community organisation will generally incur higher COF), please provide a commentary below.*

**Contact details:**

<b>Role:</b>	<b>Name</b>	<b>Direct Phone</b>	<b>Email</b>
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